

“WHAT MAKES A BRAND?”

Is it the people who represent it? The products? The advertising? Sure, those elements contribute to a brand’s persona. What’s key, though, is the feeling our consumers are left with after they interact with us. With “Mom & Pop Candy Co.”

From the words we use to the colors we choose—every time we communicate Mom & Pop to the world, we have an opportunity to generate a feeling of confidence and clarity. End-to-end, with every touchpoint in-between, evoking these feelings continues to establish Mom & Pop as a brand that offers a confident & unique experience.

Just as the right feeling is crucial, so is consistency. The pages that follow convey how we consistently show up in the world. No matter the region, no matter the store. We act the same way, and we use the same voice: in person, in print, and on-line. Consistent communication that conjures a feeling of confidence & nostalgia; it’s both an art and a science.

This is your toolbox to use.

Same look & same feel. Similar voice and tone.
Every one of us a brand ambassador.

YOU HAVE DELICIOUS TASTE.

**OUR VISION IS TO BE THE GO-TO BRAND
IN SMALL-BATCH, CANNABIS-INFUSED
CONFECTIONS BY SETTING THE INDUSTRY
STANDARD IN FLAVOR, QUALITY, AND
DOSING CONSISTENCY.**

**MOM
& POP**

OUR MISSION

Our mission is to delight consumers by handcrafting confections that inspire a delicious, nostalgic experience.

Mom & Pop Candy Co. aims to be the taste-forward, reliably remarkable leader in the edible cannabis landscape.

OUR ETHOS

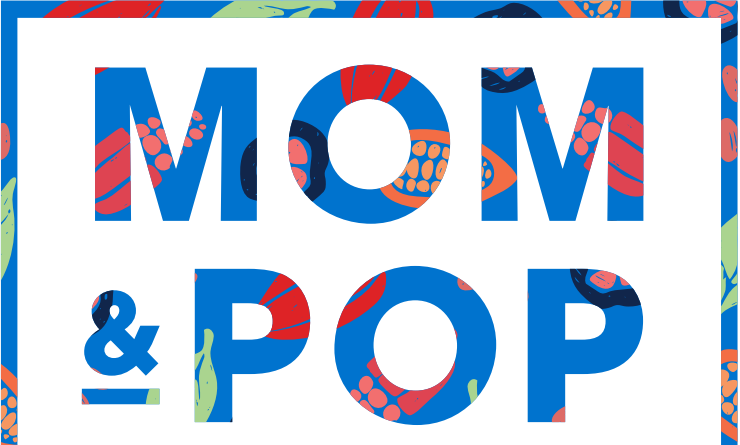
Mom & Pop Candy Co. is committed to creating high-quality, flavorful confections that bring joy to candy connoisseurs and cannabis enthusiasts alike. We are meticulous in our craft, sparing no attention to detail. We believe in creating a brand that excels in both operational expertise and product quality.

MOM & POP CHOCOLATE

Our chocolate is ethically sourced, gluten free, non-GMO, and is made exclusively from Colombian Cacao Fino de Aroma – a unique cocoa classified by the International Cocoa Organization (ICCO) for its fruity, flowery, and nutty malt notes.

Our gourmet chocolate products include simplistic flavors and complex profiles that please every palate, including dark, milk, white, oat-milk vegan, and sugar-free varieties ranging from 36.5% to 72% cacao.





MOM & POP CANDY CO.
DOPE SWEETS.TM

WE'RE IN IT FOR THE FLAVOR. MADE WITH COLOMBIAN CACAO, PREMIUM CANNABIS, AND OTHER HIGH-QUALITY INGREDIENTS, OUR DELECTABLE CONFECTIONS WILL DELIGHT THE SENSES, EVOKING OLD MEMORIES AND CREATING NEW EXPERIENCES WITH EVERY BITE.

**MOM
& POP**

CONSISTENCY

We believe that quality equals doing the right thing on repeat. Our candies are carefully handcrafted in small batches to ensure the utmost precision in taste, potency, and dosages so you know what you're getting — every time.

EDUCATION

Cannabis consumption should be straightforward and satisfying, not mysterious or anxiety provoking. We provide consumers and staff with all the resources they need to educate themselves on proper dosing for our products, plus their effects.

CACAO

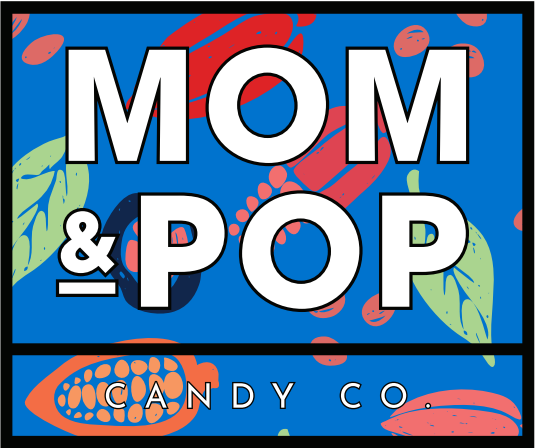
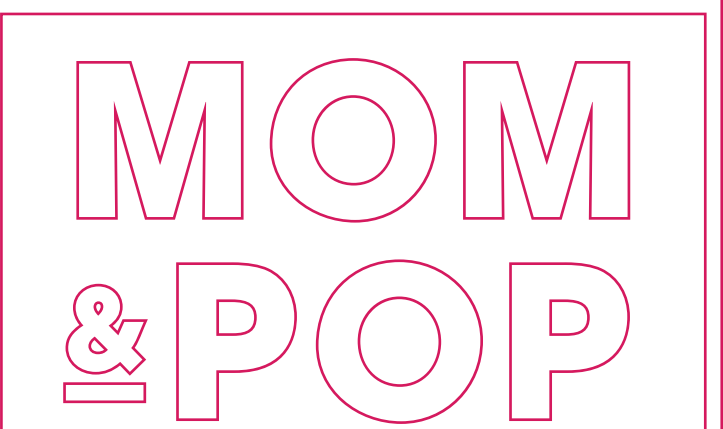
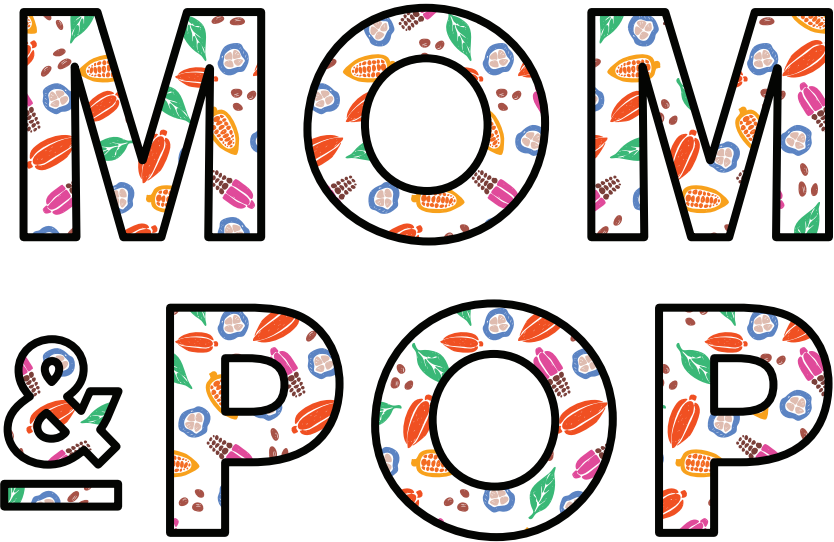
Our chocolates are made with Colombian-grown Cacao Fino de Aroma, a distinctly delectable cocoa that reflects its region's rich soil and history. When infused with our premium cannabis, our cacao-based confections are equal parts potent and piquant.

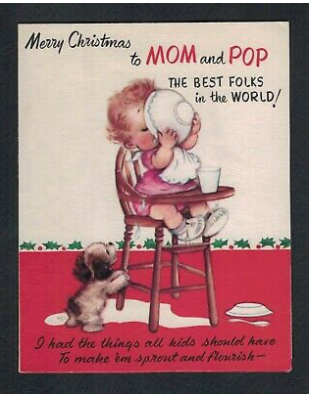
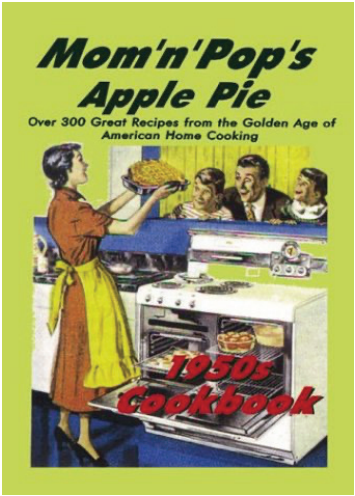
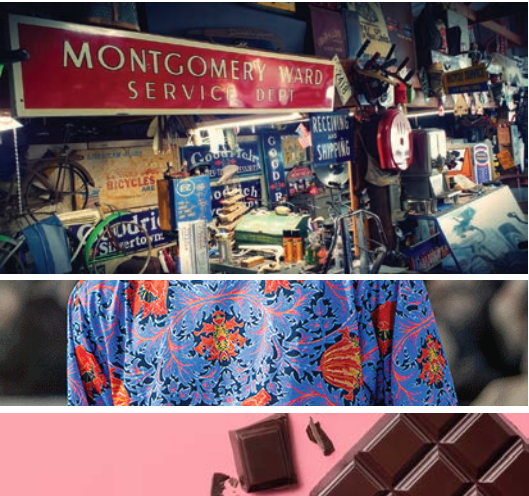
EXPERTISE

We aim to simplify the logistics that come along with cannabis distribution. Our operational expertise makes for easy ordering and onboarding, including check-in, tracking, traceability, and integration with existing point-of-sale systems.

THE LOGO







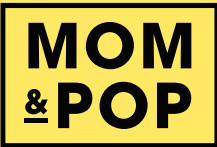
Peru

72% CACAO

CANNABIS-INFUSED

CBN DARK CHOCOLATE

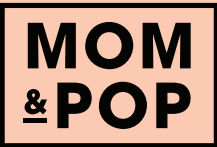
10MG THC/5MG CBN X 10 PIECES



100MG THC | 50MG CBN

Claro de Luna
37% CACAO
CANNABIS-INFUSED
MILK CHOCOLATE

10MG THC X 10 PIECES



100MG THC

Oat Milk
43% CACAO
CANNABIS-INFUSED
VEGAN MILK CHOCOLATE

10MG THC X 10 PIECES



100MG THC

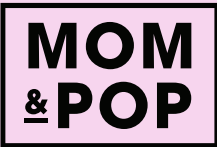
Peru

72% CACAO

CANNABIS-INFUSED

DARK CHOCOLATE

10MG THC X 10 PIECES



100MG THC

Nevado
36.5% CACAO
CANNABIS-INFUSED
WHITE CHOCOLATE

10MG THC X 10 PIECES



100MG THC

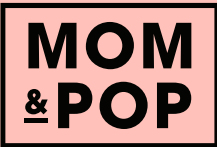
Sugar Free Dark

70% CACAO

CANNABIS-INFUSED

DARK CHOCOLATE

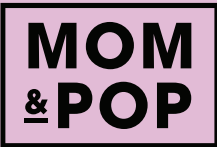
10MG THC X 10 PIECES



100MG THC

Sugar Free Milk
40% CACAO
CANNABIS-INFUSED
MILK CHOCOLATE

10MG THC X 10 PIECES



100MG THC

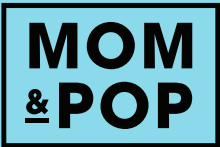
Peru

72% CACAO

CANNABIS-INFUSED

500MG DARK CHOCOLATE

50MG THC X 10 PIECES



500MG THC

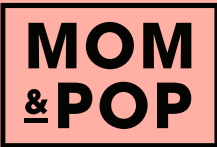
Peru

72% CACAO

CANNABIS-INFUSED

1000MG DARK CHOCOLATE

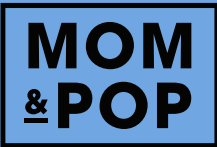
100MG THC X 10 PIECES



1000MG THC

Claro de Luna
37% CACAO
CANNABIS-INFUSED
500MG MILK CHOCOLATE

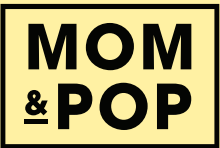
50MG THC X 10 PIECES



500MG THC

Claro de Luna
37% CACAO
CANNABIS-INFUSED
1000MG MILK CHOCOLATE

100MG THC X 10 PIECES



1000MG THC